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8 UNITED STATES DISTRICT COURT  
9 NORTHERN DISTRICT OF CALIFORNIA

10  
11 LinkedIn Corporation,

12 Plaintiff,

13 vs.

14 Nubela Pte. Ltd., Proxycurl LLC, Steven Goh,  
15 and Bach Le,

16 Defendants.

Case No. 3:25-cv-828

**COMPLAINT FOR:**

- (1) BREACH OF CONTRACT;**  
**(2) FRAUD AND DECEIT (CAL. CIV. CODE §§ 1572, 1710);**  
**(3) BREACH OF THE CONSUMER COMPUTER FRAUD AND ABUSE ACT, 18 U.S.C. § 1030;**  
**(4) UNLAWFUL, UNFAIR OR FRAUDULENT BUSINESS PRACTICES (CAL. BUS. & PROF. CODE § 17200 ET SEQ.)**  
**(5) VIOLATION OF THE LANHAM ACT, 15 U.S.C. § 1125(C);**  
**(6) MISAPPROPRIATION**

**DEMAND FOR JURY TRIAL**

1 Plaintiff LinkedIn Corporation (“LinkedIn” or “Plaintiff”), by and through its attorneys,  
 2 brings this Complaint against Proxycurl LLC (“Proxycurl”), Nubela Pte. Ltd. (“Nubela”), Steven  
 3 Goh, and Bach Le (collectively, “Defendants”) for injunctive relief and damages. LinkedIn  
 4 alleges as follows:

- 5 1. Defendants operate a business that is built on scraping LinkedIn member data.
- 6 2. Defendants also operate a vast network of continuously-created fake accounts to  
 7 scrape member data while logged in to LinkedIn. LinkedIn’s technical defenses regularly detect  
 8 and restrict Defendants’ fake accounts, but that has not stopped Defendants from continuing their  
 9 scheme, registering hundreds if not thousands of new accounts *per day*.
- 10 3. Defendants scrape member information that real people have posted on LinkedIn,  
 11 including – via their fake accounts – data that is only available behind LinkedIn’s password wall.  
 12 Defendants are not shy about their behavior, but their public statements tell only half the story.  
 13 Defendants freely acknowledge that they scrape “millions of [LinkedIn] profiles a day.”<sup>1</sup> And  
 14 they admit that using fake accounts to scrape data that is kept behind a password wall is “not ok,”<sup>2</sup>  
 15 as evidenced by a blog post from their website:

16  • Scrape LinkedIn profiles with fake logged-in accounts? Not ok.

17  
 18 But while they tell the world that the only information that they scrape is information that  
 19 is “public”,<sup>3</sup> that is not true: they also scrape information that is accessible only to logged-in  
 20 members who can access member profiles behind LinkedIn’s password wall, such as the profiles  
 21 of members that have configured their profile settings to restrict the visibility of their entire profile  
 22 to logged-in members only.

- 23 4. Defendants do this while including LinkedIn’s trademarks in materials on their  
 24 website without authorization. Doing so provides the false sense that LinkedIn is somehow

25 <sup>1</sup> <https://nubela.co/blog/how-often-is-linkdb-updated/> (last accessed Jan. 10, 2025).

26 <sup>2</sup> <https://nubela.co/blog/is-linkedin-scraping-legal/#what-now-can-i-scrape-linkedin> (last accessed  
 27 Jan. 10, 2025).

28 <sup>3</sup> <https://nubela.co/proxycurl/linkedin> (last accessed Jan. 10, 2025) (Defendant Proxycurl explicitly  
 advertises its service as a “LinkedIn Profile Scraping API” which can be used to “[s]crape public  
 LinkedIn profiles; get contact information; get venture funding data; [and] list jobs.”).

1 associated with Defendants’ unlawful business. To be clear: there is no association or  
2 endorsement. And what Defendants are doing is more than “not ok”—it is unlawful and must  
3 stop.

4         5.         LinkedIn brings this action to curb Defendants’ unlawful behavior, preserve the  
5 integrity of its platform, and retain the trust of its members, who are at the heart of LinkedIn’s  
6 platform. Members create profiles on LinkedIn’s platform to serve as their professional online  
7 identities. Members share their information on LinkedIn in order to network with, and to be found  
8 by, real people—other professionals on LinkedIn—not bots.

9         6.         In order to protect the data that LinkedIn’s members entrust to it, LinkedIn’s User  
10 Agreement prohibits data “scraping”: the accessing, extraction, and copying of data by automated  
11 bots. It also prohibits impersonating others or creating fake accounts—accounts that are not  
12 backed by real people. LinkedIn has invested significant technical and human resources to detect,  
13 limit, and block data scraping and fake accounts. These measures are designed to ensure that  
14 LinkedIn’s website is used for its intended purpose of facilitating meaningful professional  
15 connections between real people.

16         7.         LinkedIn’s anti-scraping measures also help ensure that LinkedIn’s members retain  
17 control over the information that they choose to publish about themselves on LinkedIn. People  
18 and their careers evolve, and the information and vocabulary that people use to describe  
19 themselves and their experiences evolve as well. It is important for members to be able to control  
20 their information and how they describe themselves. That is why when members delete  
21 information from LinkedIn, LinkedIn deletes it too.

22         8.         Defendants’ scraping activities undermine LinkedIn’s members’ privacy and  
23 control over their information. Once Defendants have scraped LinkedIn members’ data, that data  
24 can end up in any number of databases and end up used for any purpose, without LinkedIn’s or its  
25 members’ awareness. Neither LinkedIn nor its members can then prevent Defendants or their  
26 customers from using that scraped data to send spam, from selling or inadvertently exposing  
27 member data to scammers, or from combining LinkedIn member data with other data to create  
28

1 extensive private databases, among other activities.<sup>4</sup>

2 9. Defendants' conduct, as alleged herein, constitutes unlawful acts of breach of  
3 contract, fraud and deceit, and misappropriation, and violates the Lanham Act's prohibitions of  
4 trademark dilution by disparagement (15 U.S.C. § 1125(c) et seq.), the Computer Fraud and Abuse  
5 Act (18 U.S.C. § 1030), and California's Unfair Competition Law (Bus. & Prof. Code § 17200).

6 10. Defendants' unlawful conduct has harmed and threatens the LinkedIn platform in  
7 multiple ways. It violates the trust that LinkedIn members place in the company to protect their  
8 information. Defendants sell LinkedIn members' personal data to third parties for profit,  
9 depriving members of control over their personal data, and magnifying the harms that LinkedIn  
10 has suffered. Defendants' unauthorized scraping has also forced LinkedIn to expend time and  
11 technical resources investigating and responding to their scraping, fake accounts, and other  
12 misconduct. Their fake accounts pollute the LinkedIn platform which is designed to be used by  
13 real people. Defendants' association of its scraping activities with LinkedIn's trademarks in its  
14 marketing materials tarnishes LinkedIn's brand, falsely associating it with Defendants, when there  
15 is no legitimate association.

16 11. Defendants recently appear to have substantially increased the rate at which they  
17 generate fake accounts. Responding to such fraudulent activity will require a considerable  
18 increase in the already marked expenditure of LinkedIn's time and technical resources.

19 12. Defendants' activities, if not enjoined, threaten ongoing and irreparable harm to  
20 LinkedIn, including to its reputation and substantial consumer goodwill. LinkedIn brings this  
21 lawsuit to stop Defendants' conduct, which harms LinkedIn's members and harms LinkedIn by  
22 eroding the trust that lies at the core of LinkedIn's relationship with its members. LinkedIn is also  
23 entitled to actual damages and exemplary damages as a result of Defendants' misconduct.

#### 24 **JURISDICTION AND VENUE**

25 13. This Court has federal question jurisdiction over this action under 28 U.S.C. §§  
26 1331 and 1338 because this action alleges violations of the Lanham Act (15 U.S.C. § 1051 et seq.)

27  
28 <sup>4</sup> See, e.g., <https://www.datavisor.com/wiki/web-scraping/> (describing various fraudulent activities individuals in possession of scraped data can engage in) (last accessed Jan. 10, 2025).

1 and the Computer Fraud and Abuse Act (18 U.S.C. § 1030). The Court has supplemental  
 2 jurisdiction over LinkedIn's state law claims under 28 U.S.C. § 1367, because they arise out of the  
 3 same nucleus of operative facts as the claims based on federal law.

4 14. This Court also has diversity jurisdiction over this action under 28 U.S.C. § 1332.  
 5 Plaintiff is a citizen of Delaware and California. Upon information and belief, Defendants are  
 6 citizens of Wyoming and Singapore. The amount in controversy exceeds \$75,000.

7 15. Venue is proper in this Court because Defendants contractually consented to venue  
 8 in this District. Defendants have consented to LinkedIn's User Agreement,<sup>5</sup> which contains a  
 9 forum selection clause selecting this judicial district for resolution of all disputes between the  
 10 parties.

11 16. Venue is also proper because Defendants Nubela and Proxycurl have consented to  
 12 LinkedIn's terms for Pages (the "Pages Agreement"<sup>6</sup>), which apply to all members and  
 13 organizations who maintain a Company Page on LinkedIn's website. The Pages Agreement also  
 14 contains a forum selection clause selecting this judicial district for resolution of all disputes  
 15 between the parties.

16 17. During all relevant times, Defendants have repeatedly, knowingly, and  
 17 intentionally targeted their wrongful acts at LinkedIn, which is headquartered in this judicial  
 18 district. In addition, Defendants have consented to personal jurisdiction in this judicial district by  
 19 consenting to the forum selection clauses in LinkedIn's User Agreement and Pages Agreement.

#### 20 **INTRADISTRICT ASSIGNMENT**

21 18. This case is an intellectual property action, to be assigned on a districtwide basis  
 22 per Civil Local Rule 3-2(c).

#### 23 **THE PARTIES**

24 19. LinkedIn Corporation is a Delaware corporation with its principal place of business  
 25 in Sunnyvale, California.

26  
 27  
 28 <sup>5</sup> <https://www.linkedin.com/legal/user-agreement> (last accessed Jan. 10, 2025).

<sup>6</sup> <https://legal.linkedin.com/linkedin-pages-terms> (last accessed Jan. 10, 2025).



1 access shared knowledge and insights, and find business opportunities, enabling them to be more  
2 productive and successful. LinkedIn's broader vision is to create economic opportunity for every  
3 member of the global workforce.

4 28. At the heart of LinkedIn's platform are its members, who create individual profiles  
5 that serve as their professional profiles online. LinkedIn is available at no cost to anyone who  
6 wants to join and who consents to the terms of LinkedIn's User Agreement, Privacy Policy, and  
7 Cookie Policy.

### 8 **Member Privacy Choices**

9 29. LinkedIn members populate their profiles with a wide range of information  
10 concerning their professional lives, including summaries (narratives about themselves), job  
11 histories, skills, interests, educational background, professional awards, photographs, and other  
12 information. Members may customize some of their profile settings, within boundaries set by  
13 LinkedIn, to decide how much of their profile information may be viewable to users who are not  
14 logged-in to LinkedIn. Some members may even decide to prevent their profiles from appearing  
15 at all in public search engine results.<sup>7</sup> Some information is not subject to these settings and can  
16 only be viewed by people who have logged into LinkedIn.

17 30. The privacy choices that LinkedIn offers its members are critical to their decisions  
18 to entrust information to LinkedIn and to LinkedIn's platform. In its Privacy Policy, LinkedIn sets  
19 limits regarding what LinkedIn can and cannot do with member data. The Privacy Policy also  
20 promises that if a member decides that he or she wants to delete his or her profile, LinkedIn will  
21 permanently delete the account and all of the data that the member posted to LinkedIn within 30  
22 days. LinkedIn thus ensures that members have ultimate control over their information, by giving  
23 members the ability to customize how much information is available and to whom, and the ability  
24 to remove their information entirely from LinkedIn's platform if they so decide.

25 31. LinkedIn has invested and plans to continue to invest substantial time, labor, skill,  
26 and financial resources into the development and maintenance of the LinkedIn site and platform  
27


28 <sup>7</sup> See <https://www.linkedin.com/help/linkedin/answer/a518980/> (last accessed Jan. 10, 2025).


### LinkedIn's Marks


32. LinkedIn is the owner of several registered trademarks in graphic logos that it uses to advertise, market, and promote the LinkedIn brand.

LinkedIn is the owner of the following marks in International Class 9:

U.S. Registration No. 4,023,512 for LINKEDIN

U.S. Registration No. 3,971,642 for 

U.S. Registration No. 4,023,511 for 

U.S. Registration No. 4,023,513 for 


(collectively, the “Class 9 Marks”) in connection with “Computer software for the collection, editing, organizing, modifying, bookmarking, transmission, storage and sharing of data and information in the fields of business and social networking, employment, careers and recruiting; downloadable electronic publications in the nature of newsletters, research reports, articles and white papers on topics of professional interest, all in the fields of business and social networking, recruiting and employment, and personal and career development; computer software development tools for business and social networking; computer software that provides web-based access to applications and services through a web-operating system or portal interface” in International Class 9.


33. LinkedIn has used the Class 9 Marks in interstate commerce in connection with the registered goods continuously since at least as early as April 30, 2007. A copy of the Certificates of Registration for the Class 9 Marks is attached as Exhibit A. The registrations for the Class 9 Marks are valid, subsisting and incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065. LinkedIn's use and registration of the Class 9 Marks predate Defendants' unauthorized use of LinkedIn's mark. Accordingly, LinkedIn has priority of rights in the Class 9 Marks.




1 LinkedIn is the owner of the following marks in International Class 35:

2 U.S. Registration No. 3,963,244 for LINKEDIN

3  
4 U.S. Registration No. 3,959,413 for 

5  
6 U.S. Registration No. 3,959,419 for 

7  
8 U.S. Registration No. 3,959,420 for 


9  
10 (collectively, the “Class 35 Marks”) in connection with “Advertising and marketing services,  
11 namely, promoting goods and services for businesses; providing an online searchable database  
12 featuring employment and career opportunities and business, employment and professional queries  
13 and answers; job placement services, human resources consulting services; business research and  
14 survey services; promoting the goods and services of others via a global computer network;  
15 advertising, marketing and promotional services related to all industries for the purpose of  
16 facilitating networking and socializing opportunities for business purposes; charitable services,  
17 namely, promoting public awareness about community service; providing online career  
18 networking services and information in the fields of employment, recruitment, job resources, and  
19 job listings; personnel recruitment and placement services; electronic commerce services, namely,  
20 providing information about products and services via telecommunication networks for  
21 advertising and sales purposes; providing networking opportunities for individuals seeking  
22 employment; on-line professional networking opportunities; providing online computer databases  
23 and online searchable databases in the fields of business and professional networking” in  
24 International Class 35.  
25  
26


27 34. LinkedIn has used the Class 35 Marks in interstate commerce in connection with  
28 the registered services continuously since at least as early as July 31, 2008. A copy of the


1 Certificates of Registration for the Class 35 Marks is attached as Exhibit B. The registrations for  
 2 the Class 35 Marks are valid, subsisting and incontestable pursuant to Section 15 of the Lanham  
 3 Act, 15 U.S.C. § 1065. LinkedIn's use and registration of the Class 35 Marks predates  
 4 Defendants' unauthorized use of LinkedIn's mark. Accordingly, LinkedIn has priority of rights in  
 5 the Class 35 Marks.

6 LinkedIn is the owner of the following marks in International Class 42:

7 U.S. Registration No. 3,967,561 for LINKEDIN

8  
 9 U.S. Registration No. 3,979,174 for 

10  
 11 U.S. Registration No. 3,971,641 for 

12  
 13 U.S. Registration No. 3,971,640 for 

14  
 15 (collectively, the "Class 42 Marks") in connection with "Computer services, namely, hosting  
 16 electronic facilities for others for organizing and conducting meetings, events and interactive  
 17 discussions via the Internet; computer services, namely, creating an on-line community for  
 18 registered users to organize groups, events, participate in discussions, share information and  
 19 resources, and engage in social, business and community networking; providing temporary use of  
 20 online non-downloadable software for allowing web site users to communicate information of  
 21 general interest for purposes of social, business and community networking, marketing,  
 22 recruitment and employment; providing a website featuring temporary use of non-downloadable  
 23 software enabling users to search, locate and communicate with others via electronic  
 24 communications networks to network, conduct surveys, track online reference to job opportunities  
 25 and business topics; computer services in the nature of customized web pages featuring user-  
 26 defined information, personal profiles, and images; scientific and industrial research in the fields  
 27  
 28

1 of business and online social networking; providing a web site featuring temporary use of non-  
2 downloadable software allowing web site users to post and display online videos and photos for  
3 sharing with others for entertainment purposes; computer services, namely, creating an online  
4 community for registered users to participate in discussions, get feedback from their peers, form  
5 virtual communities, and engage in social networking featuring social media including photos,  
6 audio and video content on general topics of social interest” (or a substantially similar description)  
7 in International Class 42.  
8

9       35.     LinkedIn has used the Class 42 Marks in interstate commerce in connection with  
10 the registered services continuously since at least as early as July 31, 2008. A copy of the  
11 Certificates of Registration for the Class 42 Marks is attached as Exhibit C. The registrations for  
12 the Class 42 Marks are valid, subsisting and incontestable pursuant to Section 15 of the Lanham  
13 Act, 15 U.S.C. § 1065. LinkedIn’s use and registration of the Class 42 Marks predates  
14 Defendants’ unauthorized use of LinkedIn’s mark. Accordingly, LinkedIn has priority of rights in  
15 the Class 42 Marks.

16       36.     Collectively, the marks asserted in paragraphs 32 through 36 of this Complaint,  
17 which are representative examples of LinkedIn’s trademark registrations, are referred to as the  
18 “LinkedIn Marks.”

19       37.     As a result of LinkedIn’s substantial expenditure of time, labor, skill, and financial  
20 resources into its platform, the LinkedIn Marks and LinkedIn’s goods and services have developed  
21 substantial goodwill.

22       38.     The LinkedIn Marks have been distinctive and famous in the United States long  
23 before Defendants engaged in the illicit activity described below.

24                   **LinkedIn’s Prohibitions on Data Scraping, Fake Accounts,**  
25                   **and Other Harmful Conduct**

26       39.     LinkedIn’s User Agreement<sup>8</sup> prohibits scraping member data from LinkedIn’s  
27

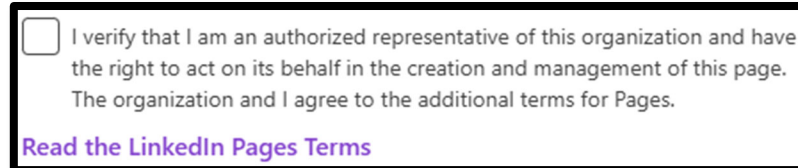
28 <sup>8</sup> See <https://www.linkedin.com/legal/user-agreement> (last accessed Jan. 10, 2025). Defendants also agreed to substantially similar terms at the time they signed up for their LinkedIn accounts.

1 website through any means.

2 40. LinkedIn's User Agreement explains that members, users, and visitors to the  
3 LinkedIn website must abide by certain restrictions in accessing and using the website. The  
4 current version of the User Agreement, effective November 20, 2024, states that "By creating a  
5 LinkedIn account or accessing or using our Services ..., you are agreeing to enter into a legally  
6 binding contract with LinkedIn (even if you are using third party credentials or using our Services  
7 on behalf of a company)." Each Defendant has either consented to this current version of the User  
8 Agreement or has consented to a prior version of the User Agreement containing substantively  
9 identical language.

10 41. Defendants Goh and Le bound themselves to the User Agreement when they  
11 created their individual member profiles on LinkedIn. As demonstrated by the screenshot below, a  
12 prospective member registers for an account by providing an email address and password. By  
13 clicking "Agree & Join," the prospective member "agree[s] to the LinkedIn User Agreement,  
14 Privacy Policy, and Cookie Policy," all of which are hyperlinked on the page.

42. Nubela and Proxycurl have also created, and have actively maintained, Company Pages on LinkedIn. Defendants created the Nubela company page on July 24, 2019.<sup>9</sup> In so doing, a representative of Defendants checked a box stating that “I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional terms for Pages.”



43. Defendant Goh was later made an admin for the Nubela company page. Once made an admin, Goh received email notice of the additional terms that applied for Pages.

44. Defendants created the Proxycurl company page on September 19, 2022. In so doing, a representative of Defendants checked a box stating that “I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional terms for Pages.”

45. The Pages Agreement states that “the LinkedIn User Agreement, Privacy Policy, and Cookie Policy apply to any use of our services,” and contains hyperlinks to the pertinent documents.

46. Section 2.1 of the User Agreement prohibits users from “creating an account with false information.” The section states, in relevant part:

To use the Services, you agree that: (1) you must be the "Minimum Age"(described below) or older; (2) you will only have one LinkedIn account, which must be in your real name; and (3) you are not already restricted by LinkedIn from using the Services. **Creating an account with false information is a violation of our terms,** including accounts registered on behalf of others or persons under the age of 16.

47. Section 8.2 of the User Agreement prohibits those who are bound to the agreement from engaging in any of the following activities:

<sup>9</sup> Only LinkedIn members who have agreed to the LinkedIn User Agreement can create Company Pages.

- 1 • “Creat[ing] a false identity on LinkedIn, misrepresent[ing] your identity, creat[ing]
- 2 a Member profile for anyone other than yourself (a real person), or us[ing] or
- 3 attempt[ing] to use another’s account (such as sharing log-in credentials or copying
- 4 cookies)”;
- 5 • “Develop[ing], support[ing] or us[ing] software, devices, scripts, robots, or any
- 6 other means or processes ... to scrape or copy the Services, including profiles and
- 7 other data from the Services”;
- 8 • Overrid[ing] any security feature or bypass[ing] or circumvent[ing] any access
- 9 controls or use limits of the Services (such as search results, profiles, or videos)
- 10 • “Copy[ing], us[ing], display[ing] or distribut[ing] any information (including
- 11 content) obtained from the Services ... without the consent of the content owner
- 12 (such as LinkedIn for content it owns)”;
- 13 • “Disclos[ing] information that you do not have the consent to disclose”;
- 14 • “Violat[ing] the intellectual property or other rights of LinkedIn”;
- 15 • “Rent[ing], leas[ing], loan[ing], trad[ing], sell[ing]/re-sell[ing] or otherwise
- 16 monetiz[ing] the Services or related data or access to the same, without LinkedIn’s
- 17 consent.”;
- 18 • “Us[ing] bots or other unauthorized automated methods to access the Services, add
- 19 or download contacts, send or redirect messages, create, comment on, like, share, or
- 20 re-share posts, or otherwise drive inauthentic engagement”;
- 21 • “Overlay[ing] or otherwise modify[ing] the Services or their appearance”;
- 22 • “Interfer[ing] with the operation of, or plac[ing] an unreasonable load on, the
- 23 Services”

24 48. Section 8.2(17) of the User Agreement also prohibits members from “viola[ting]

25 the Professional Community Policies.” The policies provide, in relevant part:

26 **Do not create a fake profile or falsify information about yourself:** We don’t

27 allow fake profiles or entities. Do not post misleading or deceptive information

28 about yourself, your business ... [d]o not use or attempt to use another person’s

LinkedIn account or create a member profile for anyone other than yourself.

49. LinkedIn also maintains a branding policy.<sup>10</sup> The branding policy states that LinkedIn “generally does not permit its members ... to use its name, trademarks, logos, web pages, screenshots and other brand features” absent prior approval. The branding policy further explains that certain requests, including requests to “[u]se our trademarks on promotional materials that [members] are distributing or selling” or to “[u]se our trademarks in a way that implies affiliation with or endorsement by LinkedIn of [members’] products or services” violate LinkedIn’s terms, and therefore are never approved.

50. For years, Defendants have been on notice of and agreed to abide by these and other prohibitions in registering for and using LinkedIn’s services. As demonstrated below, Defendants have engaged in a systematic pattern of conduct in violation and breach of these terms, causing harm to LinkedIn.

#### **LinkedIn’s Technical Defenses**

51. LinkedIn also works hard to protect the integrity and security of its platform. Among other precautions, LinkedIn employs an array of technological safeguards and barriers designed to detect and restrict fake accounts and to prevent data scrapers, bots, and other automated systems from accessing and copying its members’ data. Specifically, LinkedIn has dedicated teams of engineers whose full-time job is to detect and restrict fake accounts, detect and prevent scraping, and to maintain LinkedIn’s technical defenses. It employs many different technical defenses that are constantly operating, including rate limiters, IP address blocks, artificial intelligence models, and proprietary algorithms to detect and block scraping.

52. LinkedIn’s technical measures are important to ensuring that the website is available to and used by legitimate users, and that members feel safe sharing personal information on LinkedIn’s platform. To that end, LinkedIn has used, and will continue to use, commercially reasonable techniques for safeguarding the security of members’ data. In marketing their products, Defendants acknowledge that LinkedIn’s technical defenses make it “notoriously

<sup>10</sup> <https://brand.linkedin.com/policies> (last accessed Jan. 10, 2025).

1 difficult to get access to LinkedIn data,” which LinkedIn safeguards “to protect the privacy of their  
2 users.”<sup>11</sup>

3 **Defendants’ Products Rely on Data Scraped from LinkedIn and Use a Network of Fake**  
4 **Accounts to Conduct Logged-In Scraping**

5 53. Defendants offer three related products, each of which centers around scraped  
6 LinkedIn data: (1) Proxycurl APIs that scrape LinkedIn data and feed their LinkDB product; (2)  
7 LinkDB, which is a database Defendants advertise as containing hundreds of millions of scraped  
8 LinkedIn profiles; and (3) Sapiengraph, which provides a web app, a Google sheet plugin that  
9 imports scraped LinkedIn data, and a Chrome web-browser extension that offers a scraping  
10 powered “Job Change Monitor.”

11 54. Defendants’ logged-in scraping scheme works as follows. Using automated tools,  
12 they create thousands of dummy email addresses through shell domains, such as “skotas[.]com,”  
13 “myswaero[.]com,” “Giga101[.]com,” “thewebquest[.]com,” “tiamart[.]com,” and  
14 “Jpohang[.]com.” Defendants then use those dummy email addresses to create accounts on  
15 LinkedIn, likely in an automated way, evading LinkedIn’s technical defenses in the process.  
16 These accounts are registered under false names and use stock images as profile photos. Upon  
17 information and belief, Defendants have used hundreds of thousands of these accounts as part of  
18 their scheme. Defendants have continued to increase the rate at which they create these fake  
19 accounts.

20 55. These fake accounts generally are detected by LinkedIn’s technical defenses and  
21 restricted within about a day. But in that day, they are able to scrape dozens of LinkedIn profiles  
22 each. Undeterred, Defendants continue their scheme day after day, setting up new accounts faster  
23 than LinkedIn can restrict those that it detects. These fake accounts—registered under false names  
24 by dummy email addresses—appear to exist for the sole reason of scraping member data from real  
25 people. It does not appear that Defendants’ fake accounts appeal for reinstatement after LinkedIn  
26

27 <sup>11</sup> <https://nubela.co/blog/all-50-types-of-linkedin-data-you-can-get-youll-be-surprised/> (last  
28 accessed Jan. 10, 2025).



1 restricts them, underscoring that they do not belong to real people.

2 56. Defendants openly admit to scraping LinkedIn members' data. Nubela advertises  
3 on its website that it offers a LinkedIn Profile Scraper that is "fast, scalable, [and] well-  
4 documented and designed."<sup>12</sup> Its primary offering is an application that enables users to scrape  
5 data from LinkedIn in real-time. They brag that they can "scrape 1 million LinkedIn profiles in a  
6 day."<sup>13</sup>

7 57. Proxycurl's website also provides documentation for its application, which includes  
8 samples of computer code that Proxycurl's customers may use to obtain full profile data for  
9 LinkedIn members, including information that members have chosen to make available for  
10 viewing only by other legitimate, logged-in members. On its website, Proxycurl explains how its  
11 product compares favorably to other "Top LinkedIn Scrapers," in part because of its "data  
12 freshness guarantee" ensuring that member profile data provided is "less than 29 days old" if not  
13 scraped live.<sup>14</sup> Proxycurl touts a database consisting of "472,880,151 (and increasing) LinkedIn  
14 profiles"<sup>15</sup> and over 19 million company profiles.<sup>16</sup>

15 58. Marketing materials authored by Defendant Goh, which prominently feature  
16 LinkedIn's registered graphic logo mark, describe how buyers can use data scraped from LinkedIn  
17 through Proxycurl to "enrich" otherwise limited personal profiles:

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25 <sup>12</sup> <https://nubela.co/proxycurl/linkedin> (last accessed Jan. 10, 2025).

26 <sup>13</sup> <https://nubela.co/blog/is-linkedin-scraping-gdpr-compliant/> (last accessed Jan. 10, 2025).

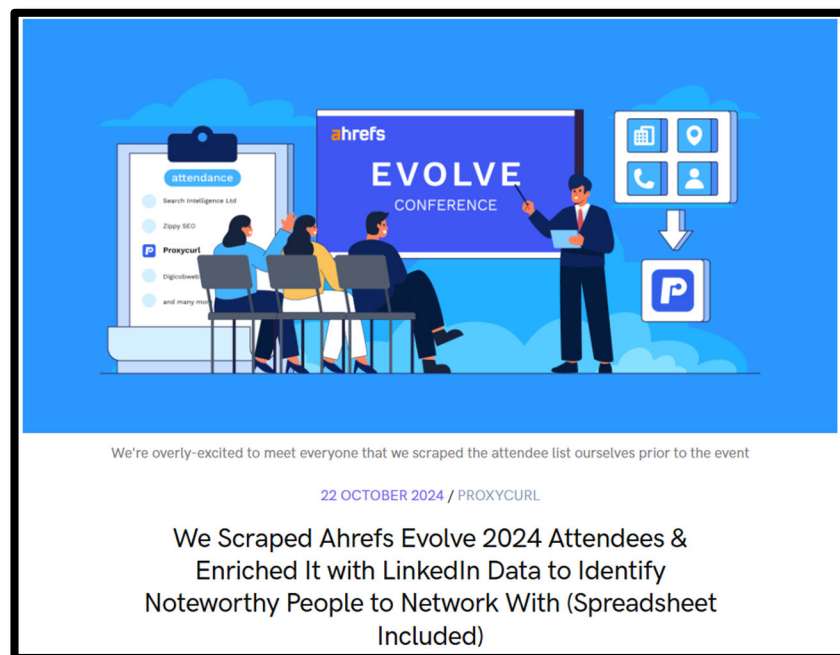
27 <sup>14</sup> <https://nubela.co/blog/reviewing-top-linkedin-scraping-api-services/> (last accessed Jan. 10, 2025); <https://nubela.co/blog/how-fresh-are-profiles-returned-by-proxycurl-api/> (last accessed Jan. 10, 2025).

28 <sup>15</sup> <https://nubela.co/proxycurl/linkdb> (last accessed Jan. 10, 2025).

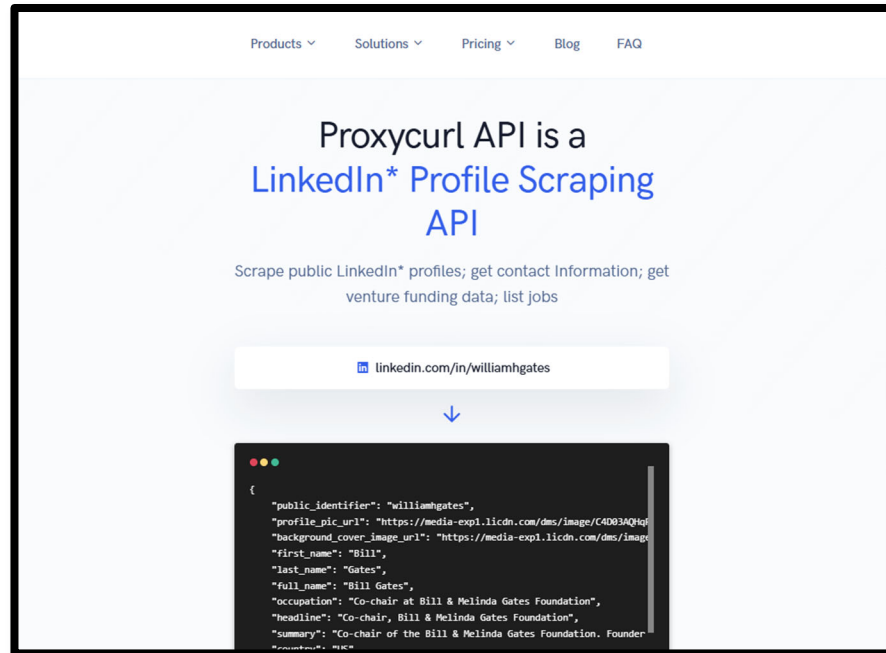
<sup>16</sup> <https://nubela.co/proxycurl/linkedin> (last accessed Jan. 10, 2025).



12 Other marketing materials on Proxycurl's website authored by Defendant Goh describe Goh using  
13 scraped LinkedIn data for personal benefit, and advertise Proxycurl as a means by which others  
14 can do the same:



26 Further, Proxycurl's website contains prominent admissions of scraping, displaying code  
27 exemplifying the type data that that Defendants' application enables buyers to collect:  
28



59. In addition, it is evident that Defendants are scraping while logged in, not only because they use logged-in fake profiles to scrape, but also because Defendants scrape the profiles of members that have configured their profile settings to restrict the visibility of their entire profile to logged-in members only. This renders Defendants' statements that they "scrape only public profiles" false.

60. Defendants know that their scraping is unlawful. Proxycurl's website contains extensive materials discussing the legality of scraping data on LinkedIn. Defendants caution that "lines are blurred should you choose to scrape another's website, *without their explicit permission or in disregard of their Terms of Service (ToS)*. This is where things become a little tricky. *Freely extracting data from another site could be argued as trespassing or theft.*"<sup>17</sup> Defendants openly acknowledge that data scraping can cause substantial harm to website owners "*because scrapers are infringing on copyrights and trademarks*, or because they slow down the servers, negatively impacting their revenue streams."<sup>18</sup>

<sup>17</sup> <https://nubela.co/blog/is-linkedin-scraping-legal/#what-now-can-i-scrape-linkedin> (last accessed Jan. 10, 2025) (emphasis added).

<sup>18</sup> *Id.* (emphasis added).

1           61. Defendants are aware that “very clear evidence” that scraping is unlawful is  
2 “creation of fake accounts to access otherwise-inaccessible users’ data.”<sup>19</sup> Yet this is exactly what  
3 Defendants are doing: scraping LinkedIn profiles with fake logged-in accounts. Defendants aptly  
4 summed it up: “Clearly fraudulent activities are a big no-no in web scraping.”<sup>20</sup> They even offer  
5 the “general advice” that “[a]sking permission is probably a good idea” and “[r]espect the  
6 website’s Terms of Service.”<sup>21</sup>

7           62. Defendants fail to follow their own advice. Despite awareness of the illegality and  
8 harmfulness of their actions, Defendants continue to engage in logged-in scraping.

9           63. To respond to the extensive number of fake accounts created by Defendants,  
10 LinkedIn has had to expend substantial human, financial, and technical resources, including  
11 hundreds of hours of employee time. LinkedIn is unable to disable all of these accounts before  
12 they can conduct some scraping activity despite best efforts. As a result, by the time LinkedIn is  
13 able to identify and restrict the access of fake accounts created by Defendants, considerable data  
14 has been scraped. Tellingly, LinkedIn’s investigation to date indicates that not a single one of  
15 Defendants’ fake accounts that LinkedIn has detected has applied for reinstatement after being  
16 restricted.

17           64. Defendants then sell the data that they scrape. Proxycurl sells over two dozen  
18 fields of LinkedIn member data, including members’ names, locations, industries, work  
19 experience, education, languages, awards, membership, and certifications. In their efforts to  
20 exploit LinkedIn member data for profit, Defendants have scraped millions of members’ profiles.

21           65. Defendants have accessed LinkedIn’s website as visitors and scraped data from  
22 numerous LinkedIn pages accessible to non-members, and have also accessed LinkedIn’s website  
23 as logged-in members and scraped data from numerous LinkedIn pages not accessible to non-  
24 members, in both cases violating LinkedIn’s User Agreement, including the prohibitions on  
25 “scrap[ing] or copy[ing] the Services, including profiles and other data from the Services,” among  
26

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27 <sup>19</sup> *Id.*

28 <sup>20</sup> *Id.*

<sup>21</sup> *Id.*

1 other provisions, and specifically in the logged-in case, the prohibition on “Creat[ing] a false  
 2 identity on LinkedIn, misrepresent[ing] your identity, or creat[ing] a Member profile for anyone  
 3 other than yourself (a real person).” Defendants were on notice of these conditions and knowingly  
 4 violated them in engaging in their prohibited conduct. Defendants have also circumvented the  
 5 many technical measures and barriers LinkedIn has in place to prevent such scraping activities.

### 6 **Defendants Use LinkedIn’s Trademarks To Market Their Scraping Services**

7 66. Defendants have prominently featured the LinkedIn Marks in marketing materials  
 8 for their scraping services, without LinkedIn’s consent and in disregard of LinkedIn’s trademark  
 9 rights. The following advertisement, authored by Defendant Goh and posted on November 29,  
 10 2023, features LinkedIn’s “IN” logo mark:



22 Similarly, marketing materials published on April 9, 2024, advertising use cases for Proxycurl,  
 23 also prominently display LinkedIn’s “IN” logo mark:  
 24  
25  
26  
27  
28



Further, marketing materials published on October 18, 2024, which purport to offer a guide to LinkedIn's services and which promote Proxycurl's application, feature LinkedIn's "IN" logo mark:



1           67.     LinkedIn has had no part in the design, marketing, offering for sale, or sale of the  
2 data scraping application created by Defendants. Nor is LinkedIn associated, affiliated, or  
3 otherwise connected with Proxycurl in any way.

4           68.     Defendants did not have permission or authorization from LinkedIn to use the  
5 LinkedIn Marks. Defendants were aware at all relevant times that they did not have permission or  
6 authorization, and their use of the LinkedIn Marks was willful.

7           69.     Defendants' use of the LinkedIn Marks causes and is likely to cause an unwanted  
8 association between LinkedIn's products and Defendants' illicit scraping activities, tarnishing the  
9 LinkedIn Marks. Privacy and member control of personal data are central to LinkedIn's creation  
10 of an environment where members feel comfortable sharing their professional identities and  
11 engaging with their networks online. In furtherance of that interest, LinkedIn offers members  
12 choices about the data that LinkedIn collects, uses, and shares, and maintains a detailed Privacy  
13 Policy. Defendants' use of the LinkedIn Marks undermines LinkedIn's reputation for privacy, as  
14 well as the substantial goodwill that LinkedIn has accrued, by associating LinkedIn's products  
15 with services that scrape data without members' consent and sell it to whomever is willing to pay  
16 for it.

17           70.     Defendants' use of the LinkedIn Marks in their marketing materials violates the  
18 Lanham Act's prohibitions on trademark dilution. Defendants' conduct also breaches the User  
19 Agreement's condition prohibiting users from "[v]iolating the intellectual property or other rights  
20 of LinkedIn." Defendants were on notice of both this condition and LinkedIn's branding policy.

21           **Defendants Make Prohibited Modifications to LinkedIn's Website's Appearance**

22           71.     Defendants Goh and Le have engaged in and continue to engage in widespread  
23 modification of LinkedIn's website's appearance through the Sapiengraph Job Change Monitor  
24 ("the Sapiengraph Extension"), a browser extension of Defendant Proxycurl available through the  
25 Chrome Web Store, causing harm to LinkedIn.

26           72.     The Sapiengraph Extension modifies LinkedIn's website by injecting third-party  
27 interactive elements into the webpage code for LinkedIn's search results and member profiles.  
28

1 Interactions with the injected elements mark individual member profiles for targeting by  
 2 Defendants' data scraping applications.<sup>22</sup>

3 73. In creating and registering their personal accounts, and in creating and maintaining  
 4 Company Pages, Defendants were put on notice of the access and use restrictions in LinkedIn's  
 5 User Agreement and agreed to abide by those conditions. Defendants' use and distribution of the  
 6 Sapiengraph Extension violates LinkedIn's User Agreement, including the prohibitions on  
 7 "overlay[ing] or otherwise modify[ing] the Services or their appearance," and "Interfer[ing] with  
 8 the operation of, or plac[ing] an unreasonable load on, the Services," among other provisions.  
 9 Defendants were on notice of these conditions and knowingly violated them in engaging in their  
 10 prohibited conduct.

11 **Defendants Have Caused and Threaten Past and Ongoing**  
 12 **Injury to LinkedIn**

13 74. By engaging in the activities described above, Defendants have caused, and if not  
 14 halted will continue to cause, ongoing and irreparable harm to LinkedIn, in a variety of ways,  
 15 including ongoing and irreparable harm to its consumer goodwill.

16 75. LinkedIn's members entrust to LinkedIn their data, including professional histories,  
 17 skills and interests on LinkedIn's site, as well as their comments and reactions. LinkedIn will  
 18 suffer ongoing and irreparable harm to its consumer goodwill and trust, which LinkedIn has  
 19 worked hard for years to earn and maintain, if Defendants' conduct continues.

20 76. LinkedIn expended significant human, financial, and technical resources, including  
 21 hundreds of hours of employee time, investigating and responding to Defendants' unlawful  
 22 activities, including in its efforts to detect the fake accounts that Proxycurl has created in  
 23 furtherance of its fraud. Despite these efforts, LinkedIn has not been able to successfully and  
 24 permanently stop Defendants from continuing their illicit scheme, and thus needs relief from this  
 25 Court to enjoin Defendants.

26 **FIRST CLAIM FOR RELIEF**

27 **Breach of Contract**

28 <sup>22</sup> <https://sapiengraph.com/job-change-monitor> (last accessed Jan. 10, 2025).



1 77. LinkedIn realleges and incorporates by reference all of the preceding paragraphs.

2 78. Use of the LinkedIn website and use of LinkedIn services are governed by and  
3 subject to the User Agreement.

4 79. LinkedIn members are presented with the User Agreement and must affirmatively  
5 accept and agree to the User Agreement to register for a LinkedIn account.

6 80. At all relevant times, LinkedIn also prominently displayed a link to the User  
7 Agreement on LinkedIn's homepage.

8 81. Defendants were on notice of and agreed to the User Agreement when they created  
9 their member profiles on LinkedIn and extensively used the LinkedIn website, including through  
10 the creation and maintenance of (i) the Proxycurl and Nubela Company Pages, and (ii) their  
11 extensive network of fake accounts.

12 82. The User Agreement is enforceable and binding on Defendants.

13 83. Defendants repeatedly accessed the LinkedIn website with knowledge of the User  
14 Agreement and all of its prohibitions. Despite their knowledge of the User Agreement and its  
15 prohibitions, Defendants accessed and continue to access the LinkedIn website to, among other  
16 things, scrape the LinkedIn website in violation of the User Agreement and without the consent of  
17 LinkedIn or its members.

18 84. Defendants' actions, as described above, have willfully, repeatedly, and  
19 systematically breached the User Agreement.

20 85. LinkedIn has performed all conditions, covenants, and promises required of it in  
21 accordance with the User Agreement.

22 86. Defendants' conduct has damaged LinkedIn, and caused and continues to cause  
23 irreparable and incalculable harm and injury to LinkedIn.

24 87. LinkedIn is entitled to injunctive relief, compensatory damages, and/or other  
25 equitable relief.

26 **SECOND CLAIM FOR RELIEF**

27 **Fraud and Deceit (Common Law, Cal. Civ. Code §§ 1572, 1710)**

28 88. LinkedIn realleges and incorporates by reference all of the preceding paragraphs.



1           97.     LinkedIn members have provided data to LinkedIn. That data was then stored on  
2 LinkedIn's servers, which are protected computers under 18 U.S.C. § 1030(e)(2) as they are used  
3 in or affect interstate commerce. The data was accessible to only those who made accounts with  
4 LinkedIn in accordance with LinkedIn's User Agreement.

5           98.     Defendants were never validly given authorization to access the data provided to  
6 LinkedIn that is behind LinkedIn's password wall. Instead, Defendants obtained authorization  
7 fraudulently, through the creation of an extensive network of fake accounts that then scrape behind  
8 LinkedIn's password wall. These accounts are created through misrepresentations. Defendants  
9 then accessed that data without authorization, knowing the data was accessible only according to  
10 LinkedIn's User Agreements, and that Defendants did not have valid authorization to access it.  
11 Defendants used the personal data they obtained in furtherance of their unlawful scraping  
12 operations, and have continued to make such data available to third-parties for purchase.

13           99.     LinkedIn has suffered losses as a result of these violations amount to well over  
14 \$5,000 aggregated over a one-year period, including, without limitation:

15                 a.     amounts expended attempting to conduct internal technical investigations in  
16 efforts to ascertain the nature and scope of Defendants' unauthorized access to the data; and

17                 b.     significant employee resources and time to participate and assist in those  
18 investigations; and

19                 c.     substantial human, financial, and technical resources to disable Defendants'  
20 network of fake accounts and attempt to prevent Defendants' further access to LinkedIn's website;  
21 and; and

22                 d.     attorneys' fees in aid of those investigations and in enforcing the relevant  
23 User Agreements.

24           100.     Pursuant to 8 U.S.C. § 1030(g), LinkedIn is entitled to recover its losses and obtain  
25 injunctive relief prohibiting those Defendants from further violations of the CFAA and to prohibit  
26 those Defendants from using the data they obtained by accessing the data without authorization.

27                                 **FOURTH CLAIM FOR RELIEF**

28                                 **Unlawful, Unfair or Fraudulent Business Practices**

**(Cal. Bus. & Prof. Code § 17200 et seq.)**

101. LinkedIn realleges and incorporates by reference all of the preceding paragraphs.

102. Defendants' actions described above constitute unlawful, unfair, or fraudulent acts or practices in the conduct of a business, in violation of California's Business and Professions Code Section 17200, et seq., including because Defendants deceived LinkedIn into providing it access to, and information from, the personal data of LinkedIn members.

103. Defendants' data collection technology and its data scraping tools deliberately misrepresented requests sent to the LinkedIn website. Specifically, Defendants created accounts using dummy email addresses and fake names in order to pose as legitimate LinkedIn users to send queries to LinkedIn's servers. Defendants did this in order to evade LinkedIn's technical defenses, which are designed to prevent unauthorized access of its computer servers. Defendants conducted these harmful scraping activities while logged in through an extensive network of fake accounts they have registered and maintained.

104. This fraudulent scheme has allowed Defendants to conduct their illicit scraping and further their scheme in a way that they otherwise would not have been able to accomplish had they accessed LinkedIn using non-fraudulent means. Defendants are on notice that their scheme is fraudulent as when their fake accounts are restricted, they cease using them (as they are unable to do so) and not a single one of their fake accounts has applied for reinstatement. Defendants simply make more.

105. Scraping data, creating fake accounts, and circumventing LinkedIn's ability to police its own platform has caused substantial injury to LinkedIn, in the form of costs to investigate, remediate, and prevent Defendants' wrongful conduct, among other injuries.

106. As a result of Defendants' various acts and omissions, LinkedIn has suffered and continues to suffer irreparable harm for which there is no adequate remedy at law, and which will continue unless Defendants' actions are enjoined.

**FIFTH CLAIM FOR RELIEF**

**Dilution by Tarnishment (15 U.S.C. § 1125(c))**

107. LinkedIn realleges and incorporates by reference all of the preceding paragraphs.



1 Defendants have invested none of their own time and resources into developing and building the  
2 LinkedIn website and platform.

3 115. Disregarding the prohibitions set forth in LinkedIn's User Agreement of which they  
4 have been on notice and to which they have expressly consented, and in circumvention of various  
5 technical barriers, Defendants, without authorization, have wrongfully accessed LinkedIn's  
6 website, computer systems and servers, and obtained data from the LinkedIn site. The data that  
7 Defendants took included time-sensitive updates to member profiles.

8 116. Defendants' appropriation and use of this data was at little or no cost to  
9 Defendants, without them having to make the substantial investment in time, labor, skill, and  
10 financial resources made by LinkedIn in developing the LinkedIn website and platform. In other  
11 words, Defendants have reaped what they have not sown. Defendants' use of LinkedIn's  
12 computer systems and servers, including member data from the LinkedIn site and system and  
13 server capacity, constitutes free-riding on LinkedIn's substantial investment of time, effort, and  
14 expense.

15 117. As a result of this misappropriation, LinkedIn has been forced to expend additional  
16 time and resources, including but not limited to, investigating and responding to Defendants'  
17 activities.

18 118. LinkedIn has been and will continue to be damaged as the result of Defendants'  
19 acts of misappropriation.

20 119. LinkedIn has suffered and will continue to suffer irreparable injury, and its remedy  
21 at law is not itself adequate to compensate it for injuries inflicted by Defendants.

22 **PRAYER FOR RELIEF**

23 WHEREFORE, LinkedIn prays that judgment be entered in its favor and against  
24 Defendants, as follows:

25 120. A permanent injunction enjoining and restraining all Defendants, their employees,  
26 representatives, agents, and all persons or entities acting in concert with them during the pendency  
27 of this action and thereafter perpetually from  
28

1 a. accessing or using LinkedIn's website, servers, systems, and any data  
2 displayed or stored therein, including through scraping and crawling technologies or through  
3 creating fake accounts, for any purpose whatsoever; and

4 b. extracting and copying data appearing on LinkedIn's website to their own  
5 servers or systems or those controlled by them; and

6 c. using the LinkedIn Marks in commerce.

7 121. An order requiring Defendants to destroy all documents, data, and other items,  
8 electronic or otherwise, in their possession, custody, or control, that were wrongfully extracted and  
9 copied from LinkedIn's website, along with any data that Defendants have inferred, aggregated, or  
10 synthesized as a result of data wrongfully extracted and copied from LinkedIn's website;

11 122. An order requiring Defendants to destroy all software code and other  
12 instrumentalities for scraping LinkedIn's platform;

13 123. An order requiring Defendants to notify all customers that purchased or otherwise  
14 acquired access to scraped data from LinkedIn of any decision or award against Defendants;

15 124. An award to LinkedIn of damages, including, but not limited to, compensatory,  
16 statutory, enhanced damages, profits of Defendants, and/or punitive damages, as permitted by law;

17 125. An award to LinkedIn of its costs of suit, including, but not limited to, reasonable  
18 attorney's fees, as permitted by law; and

19 126. Such other relief as the Court deems just and proper.

20 **DEMAND FOR JURY TRIAL**

21 LinkedIn hereby demands a jury trial of all issues in the above-captioned action that are  
22 triable to a jury.

23 DATED: January 24, 2024

MUNGER, TOLLES & OLSON LLP

24  
25  
26 By: /s/ Nicholas D. Fram  
27 NICHOLAS D. FRAM  
28 Attorney for LinkedIn Corporation